



British Association for
Print and Communication

Members' Newsletter

March 2017

Greetings,

Welcome to this bumper issue of our Bulletin. It is hoped that you find its contents of real interest, should there be any particular subject you would like covered, or if you have an item you would like included in the next issue simply drop an e-mail to info@bapc.co.uk

We are about to enter the exhibition season with all the show organisers offering their own unique approach to the market place. there will certainly be something for everyone and BAPC members should make every attempt to attend as many of these events, if not all, as possible. it is guaranteed that participants will pick up valuable information, have sight of the latest technology and benefit from the many educational sessions on offer. If you have not registered now is the time to do so.

On the subject of events, in this issue there is a report on the BAPC'S awards and again congratulations to the winners and of course those who were nominated. Ask anyone who has won an award and they will tell you how advantageous it proved to be. With that in mind please look out for the details of some forthcoming ceremonies and ensure that you are considered for recognition. Digital Printer has announced that entries are now open and It won't be too long before you can enter for an award from the Solutions stable with Print Week due to commence their search for winners very shortly.

in the meantime enjoy this issue

This month's content:-

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Message from Mike



In my ongoing quest to improve not only my knowledge but my sales skills I decided that I needed to buy a business book. I carried out some research in order to find the most appropriate publication. Obviously I looked at the internet and received a few recommendations from BAPC members. In fact it did not take me too long to find the book I thought would be just right for my purposes.

It was then on to the internet to find what I was after at of course the best price. A number of outlets were offering the book at the same price and I was delighted that I had a choice of vendors. However having decided that I wanted the item immediately I checked the delivery dates and most sellers were offering a seven day delivery. However, being an impatient sort of fellow. I want the goods immediately. Fortunately one of the sellers was a national retailer, so I popped down to the local branch to collect my "prize" and was delighted to see that it was in stock. I picked up the book and made my way to the cash desk. Imagine my surprise to discover that the price in the shop was considerably greater than this company offered on line. I questioned the price disparity and was informed that their internet prices often differ from those offered on their premises and following some discussion ascertained that they were not prepared to match their own price. As you can imagine I was somewhat upset and left the shop without the purchase.

This got me thinking about my own price structure and took some time to review what my company had been charging for our services. needless to say I did find some anomalies which were quickly rectified. Now I am pleased to say that all our prices are logical (I hope).

With the possibility of imminent price rises within the industry now is probably a very good time for all of us to review our own price structures and margins.

With regard to the book I did by it online and am enjoying the read.

Mike

Mike Moradian
is CEO of Print Express, London & BAPC Deputy Chairman

Congratulations to BAPC Award winners and nominees



At a luncheon in London hosted by the BAPC SAXOPRINT were acknowledged as the '*Business of the Year*', Vivid Lamination Technologies captured *Supplier of the Year* and It Has To Be Brilliant (IHTBB) the *Environmental Printer of the Year* category.

SAXOPRINT is an international company with headquarters in Germany and service centre offices in London, which started as a small local printer in 1999. It employs 550 staff and describes itself as bringing a 'human touch' to online printing. SAXOPRINT markets for more than 4,000 orders per day are across the UK, in Germany, Austria, Switzerland, France, Germany, Spain and Italy. Products focus on business, advertising and exhibition requirements.

Philip Foster, who runs the UK operation, said: "Personal professional service is always extremely important to SAXOPRINT as we continue to grow. We take enormous pride in winning the 'Business of the Year' award from the BAPC, an organisation constantly sharing expertise with printers. Its advice has certainly helped us develop and grow our business."

Best supplier award winner Vivid Laminating Technologies designs and manufactures systems from its base at Coalville, Leicestershire, while London-based IHTBB (Environmental Printer of the Year) is a BAPC award winner for the second year running. In 2016, it was named 'Business of the Year'.

An independent panel judged the entries to recognise outstanding achievement within the print and communication industry. Resonating with the BAPC's aim to nurture a community of spirit and excellence, all nominees receive artwork for a certificate so they can demonstrate to their customers that they were in the running for an accolade.

Sidney Bobb, BAPC Chairman, said: *“Throughout the many years of the awards, winners. among many other companies, have turned to the BAPC for help, support or guidance. Our independent panel of judges had difficult choices to make, but were unanimous on the winners. Everybody who was nominated should also be proud of their achievements.”*

He added: *“We’re also grateful for the generous support from **Duplo** – a company with an enviable reputation in the print industry – that enabled these awards to happen.”*

Peter Jolly, Managing Director of Duplo UK, said: *“Congratulations to all the winners and nominees! As a company with a proud heritage of supporting education and wider initiatives, this is another great opportunity to recognise excellence. The BAPC does a great job in helping companies, which is why we were delighted to sponsor the awards.”*

The other short-listed companies were: Canon, Copy Color, Duplo, EFI, Fineline Printing, IFS, Kall Kwik, Farnham, Print4UK, Ricoh and The Magic Touch.

Times Educational Supplement to be Official Media Partner for Shine 2017

Tes (Times Educational Supplement) is to be the Official Media Partner for the Shine School Media Awards 2017. Annie Hotton, Chair of Shine says, "Having Tes as Shine's Media Partner will only strengthen the project's outreach to teachers and secondary school pupils all over the UK. We are delighted to go forward with this amazing partnership. Our ambition is to offer the Shine Awards as an opportunity to every secondary school in the country. The Shine mission is to involve and engage with all young students and to support their career paths in publishing, print, and the communications industries."

[Tes.com](http://tes.com) is the largest online community of teachers with over 8 million registered users worldwide, while the Tes magazine is considered the leading UK education publication. In print and online, Tes has a total weekly audience of 807,265. To date Tes has sponsored the Shine Awards each year by providing an annual prize of a full day's workshop for three winning schools. Having Tes as media partner will take this relationship to a new level.

The Shine School Media Awards is an exciting opportunity for all secondary schools in the UK to enter their school newspaper, magazine, website or e-publication created within the context of their academic curriculum or as an after-school hobby. On a day filled with excitement and activities, this year's awards, to acknowledge students and their exceptional creative talent, will be presented at Stationers' Hall on 19th June 2017.

A full account of the awards can be found on the Shine website - <http://shine-schoolawards.org>

You will also find the 2017 entry forms and tips and guidelines for each category.

Thoughts from Alec Sharples



Graphic Design - a deadly sin

It's should be no surprise to learn that poor preparation gobbles up studio time like there's no tomorrow.

Furthermore, it doesn't take a genius to work out the more preparation you do at the start the better.

It's easy to mislead ourselves sometimes by thinking that we've done everything we need to do before sitting down with our designer but, as always, a little inside knowledge can be hugely helpful.

No, I'm not talking about market research, paper types, quantities, sizes or anything like that.

What we are talking about here is all the stuff you are going to hand over your designer for them to crack straight on with your project.

And it's all about content.

Get **all** your content together before the job starts. That's all the words, photos and things like trade logos if you need them.⁴

Providing everything electronically saves a huge amount of time and if you've thoroughly edited and spell-checked your content before sending it over you'll save loads of your own time and more importantly, your designer's time.

And that's simply because each time content changes force a designer to revisit work it uses up valuable time. Time which could have gone in to creative effort rather than endlessly (and unprofitably) going over old ground.

It may seem obvious and over simplistic but it's surprising how many are caught out by this nasty little trip-wire

Alec Sharples is MD of Finline Printing

NEW MEMBER BENEFIT

Smart Business Funding

Get paid on the day you want with no risk and no debt

URICA is suitable for businesses that:

- Are looking to expand into new markets
- Want to work with bigger clients
- Want to better manage their cash flow
- Want to be able to offer longer credit terms to customers
- Want to pay suppliers promptly and have extended credit
- Want to strengthen their working capital position

Your customers do not have to be "big" companies but they do need to be financially stable. We rely 100% on their ability to pay us back. This means you can be almost any size and financial strength and still have access to early payment of invoices from URICA.

NO PERSONAL GUARANTEES OR SECURITY NEEDED

URICA Supply Chain Funding offers you:

- **Cash: free of debt and risk**
- Extended credit up to 90 days
- 3% cash back per: to buyers paying suppliers over URICA
- A way to minimise risk
- Free to join with no long-term contract
- International Expansion: a cash-free way to export
- Zero FX charges

Visit www.urica.com to find out exactly how it works or call 0207 193 7616 quoting #BAPC

Business News

Pensions - Auto enrolment

The Department for work and Pensions has confirmed the thresholds for pension auto enrolment for 2017/2018.

The main qualifying threshold for employees to be automatically enrolled will be maintained at £10,000 per annum. The lower limit of the qualifying earning band will be £5,876 and the upper limit £45,000.

The written statement also includes:

Automatic enrolment has been a great success with almost 7 million people enrolled by more than 293,000 employers. It will give around 11 million people the opportunity to save into a workplace pension and we expect this to lead to around 10 million people newly saving or saving more by 2018, generating around 17 billion a year more in workplace pension savings by 2019/2020.

With over a million micro (1-4 employees) and small (5-9 employees) employers reaching their staging date for auto enrolment in the last quarter of 2016/2017 and throughout 2017/2018. It is important to ensure employers comply with their obligations. There are some exceptions and advice should be sought from your financial advisor. In addition, a visit to www.printindustry pensions.com may well prove to be helpful (telephone 0800132100).



Call for entries - Print Futures Awards

The Printing Charity is calling for entries to the Print Futures Awards, which are grants of £1,500 to help people aged 18 to 30 years train for careers in printing, publishing, packaging and graphic arts or develop their existing roles in the industry.

People are eligible to apply for an Award if they are UK residents and:

- intend or are studying for a printing, publishing, packaging or graphic arts qualification
- work in print-related organisations and want to undertake short courses to develop their workplace skills
- are apprentices or studying for NVQs in print-related organisations

The closing date for applications is **30 April 2017**. For more information and an application form, please see <https://www.theprintingcharity.org.uk/print-futures-awards-2017/>

Shortlisted applicants will be interviewed in London in early June by a panel of judges from across the industry sectors and winners will receive their Awards in London on 20 July.

Neil Lovell, The Printing Charity's Chief Executive, says: *"The annual Print Futures Awards, which are a Printing Charity initiative, are part of our Education & Partnerships programme to help people gain qualifications and develop their workplace skills, as well as help attract and retain new talent in the industry."*

This year's Print Futures Awards are sponsored by SAXOPRINT, The Book Trade Charity and Unite the Union GPM & IT Sector, and supported by the British Printing Industries Federation (BPIF), the Journalists' Charity and St Bride Foundation.



Working together on behalf of the industry

Key Trade Associations align as the Graphics Print and Media Alliance, with an agenda to shape post-Brexit policies for the UK print, media and graphic arts sector

As the umbrella group representing the UK's printing industry supply chain, membership of the Graphics Print and Media Alliance (GPMA) is pursuing an agenda to promote best practice, enhance competitiveness and formulate effective public policy and delivery. The joining of these Trade Associations comes at a crucial time as the Government is consulting heavily with industry on both Brexit and Industrial Strategy. The GPMA is focused on feeding into relevant consultations including a recent submission to the Business, Energy and Industry Strategy's Select Committee regarding the industry's position on Industrial Strategy.

The GPMA was formed in 2013 and in the past 12 months has seen expanded membership with the inclusion of the UK's largest print sector association, the British Printing Industries Federation, and the leading representatives for the UK's paper-based sector, the Confederation of Paper Industries (1). Together, the 11 Trade Association members of the GPMA represent some 3,741 companies with an annual turnover of £15 billion, employing an estimated 106,000 people. Details on all members, as well as information on the GPMA's activities are outlined on the GPMA's newly launched website www.gpma.org.uk.

Tom Bowtell, the Chairman of the GPMA and the Chief Executive of the British Coatings Federation (BCF) commented: *"Trade Associations have a crucial role to play in promoting best practice, helping companies become more competitive and formulating effective public policy and delivery. Through the GPMA, we have tremendous potential to act as the co-ordinated voice of the graphics and print media supply chain when talking to Government and offer great value in terms of quickly disseminating messages about Government policy to our members. Productive engagement between Associations and Government is vital for the policy making process, and has never been more important"*.

The Stationers' Company Annual Lecture & Dinner - 20th March 2017

Slow News: Explaining what's behind news stories

James Harding, Director of BBC News and Current Affairs, is returning to Stationers' Hall to deliver the Annual lecture on Monday, 20 March 2017.

James will be discussing the BBC's latest venture, "Slow News" which is an attempt to offer audiences more in-depth analysis of news stories and to help people understand the "why" as well as "What". Alongside "fast" breaking news the BBC will put a stronger focus on explaining topics and issues. The BBC will also use data driven journalism, blogs and authorised mobile video pieces from experts to put stories into a broader context so journalists *"don't just break a story but explain what drives stories."*

James started his media career in the Financial Times in 1994 and, among other things, served as Shanghai Correspondent, Media Editor and Washington Bureau Chief. He joined the Times in 2006 as Business and City Editor and worked as Editor from 2007. James is also author of Alpha Dogs, how Political Spin became a global Business.

For information and to book your place contact [Lucie McCord](#) on 020 7246 0982.



Latest news from IPEX

Plans for IPEX 2017 are rapidly coming together and with a host of special features, unique seminar content and the latest innovations on show, IPEX will be the must-attend event in 2017.

Taking place 31-October -3 November 2017, IPEX has returned to its home venue at the NEC which is centrally located and easily accessible from all points of the UK and beyond.

IPEX enjoys widespread support from leading trade associations including British Printing Industries Federation, British Coatings Federation, Independent Print Industries Association, Picon as well as the BAPC of course who are all helping to develop the show. The launch of the Future Skills Zone at IPEX, which will showcase the world of print to young people, is just one example of this collaborative approach.

As part of Antalis' ongoing commitment to provide a hub of information, live demonstrations and training to those looking to expand their Digital print offering, the business has announced its 2017 programme of Digital Academy workshops.

Antalis reveals plans for its Digital Academy - 2017

The Academy now covers a total of 25 different workshops, providing training and an opportunity to upskill via a range of courses from Vehicle Wrapping and Packaging Mock-ups, to Colour Management and Screen Print Film Separations.

Through its market position, expertise and partnerships with OEMs, Antalis is uniquely placed to monitor new technologies arriving on the market and pre-empt the likely training requirements of customers seeking to diversify their business offering.

Places are still available for the workshops which include Static Control in Digital Print and Intro to Vehicle Wrapping. In addition, a brand new course, Laminating and Finishing, launches on 14 February in Coalville, Leicestershire, where the Digital Academy is based. It is aimed at companies who are looking at installing large format laminators and will need to maximise the effectiveness and productivity of this equipment.

As with all its workshops, the appointed tutor is an independent expert who can bring industry-leading coaching to the sessions. For Laminating and Finishing, Marc Hansing from adhesive coating experts, Drytac, will be working with Antalis to showcase best practice in laminating and share his considerable expertise and knowledge.

Other workshops in development for 2017 include textile printing, interior decorations and wallpapers. All these areas offer huge B2B and B2C market opportunities for those printers in pursuit of diversification.

Giles Bristow, Antalis' Digital Support Manager, comments: *"In the past, printers have shied away from venturing into these growth areas as they may have lacked the know-how or the means to acquire the required technology. Now though, with new accessible and affordable technologies arriving on the scene, our aim is to take that next step and commission our industry experts to teach them how to do it, sharing those invaluable tricks of the trade."*

Also on the horizon are additional RIP software and colour management courses to assist those who are running large format printers and need to guarantee consistency and quality on every job they deliver.

Giles continues: *"Booking demand continues to be really good for all of our courses. We'll never have more than eight in each session to make sure each delegate has quality time with the tutor and can get hands-on with the equipment. In fact, for vehicle wrapping we cap the group at four so they have plenty of time to hone their livery skills while the tutor is present to guide and assist."*

The Digital Academy's most popular workshop continues to be Colour Management, followed by Signmaking and Vehicle Wrapping – all based in Coalville. Since the Academy launched, there have been pop-up workshops across the UK and Ireland, including Leeds, Livingstone, Norwich and Plymouth, as well as in Dublin. For 2017, there are plans to take the Academy to Belfast in April and host return visits to Bristol in February and Dartford in March – thus providing PSPs with greater access to the available training. The Digital Academy team will also be presenting seminars on colour management at PrintWeekLive! And Sign & Digital UK, both in March.

With Antalis keen to promote careers in the industry, the resources of the Digital Academy are also available to students of Leicester College, one of the largest and most successful colleges in the UK. Last year, a group of the college's learners were given the opportunity to enhance their knowledge of colour management by

attending the workshop free of charge. For 2017, the partnership continues and free spaces are available on each and every course, should the students wish to expand their knowledge and understanding of that particular area of digital printing.

Complimentary spaces are also offered to winners of the Print Futures Awards so that young people looking to work in printing or graphic arts are equipped with training to help them on their chosen career path.

For further workshop dates and availability, visit the Digital Academy website: digital2business.co.uk/digital-academy.

News from Two Sides

Essential Knowledge Day Thursday March 23rd 2017

The Essential Knowledge Day is a new fixture in the Print Power and Two Sides calendar to explore some of the challenges we face today and how these will impact our industry. We've taken new data regulations, opportunities for door drop media and direct mail, and the success of the Keep Me Posted campaign to maximise mail volumes, as our topics for the day. We will also look at the tools and materials in our campaigns and how they can help you to develop your own marketing strategies.

Speakers/Agenda

Informed Consent and Trust

Jason Cromack, late of DST and Lateral, and now of MyLife Digital, will explain the potential impacts of the new **General Data Protection Regulation (GDPR)** coming into effect in 2018 to strengthen and unify data protection for consumers within the European Union. Is this an opportunity for print? Are you able to advise and help your clients? And is your own business ready?

New Opportunities for Delivered Mail

Mark Davies, Managing Director, Whistl will explain why Door Drop media has grown and, using recent research, reveal the return on investment mail delivers.

Protecting the Consumers Right to Choose Mail

Judith Donovan CBE heads the Keep Me Posted campaign and Royal Mail Strategic Mailing Partnership, and will explain how the campaign engages government and industry that consumers have a right to receive printed mail.

Marketing Resources, Tools and Working Together

We will explain the tools and resources the campaigns have developed to help your business and sales teams promote print. We generate all the content you need for your annual marketing and social media campaigns. Plus an overview of our Greenwash campaign.

Hints & Tips

An old skill coming back to the fore

With more and more sales organisations using e-mail to try and drum up business it appears that such efforts are becoming less effective. Certainly such activity does have an impact but never have so many documents been sent to the bin so quickly by so many. It is now appreciated that the best response is when people actually speak to people.

One of the greatest advantages of prospecting face to face, or by telephone is that if you pre-plan your scripts you can have absolute control over the selling process. So on a sheet of paper write out your script: you'll need to read it over several times to make it sound natural and that you will remember all the salient points. In addition memorise the five most commonly heard objections and the best responses.

With this tool at hand your presentation becomes unbeatable. Irrespective of what your prospects say you will have at your disposal powerful responses that overcome his or her objections.

So leave the keyboard and get speaking to real people you may well be pleasantly surprised at the results

A Special Appeal - The Stationers' Foundation.

The BAPC has been asked to bring to your attention the activities of the Stationers' Company Charity, the Stationers' Foundation.

The Foundation is run as an independent registered charity, administered by a body of trustees. One of the Foundation's key objects is, at the discretion of the trustees, to provide relief to those who are or have been engaged in the printing industry and allied trades, or to the widows of such people, who are in conditions of need, hardship or distress. Whilst preference is given to Freemen of the Stationers' Company, the charity is accessible to anyone who qualifies by reason of their trade.

There are currently a number of beneficiaries who receive annual pension supplements. The Foundation can also consider more specific financial support for someone with a particular need.

The Foundation therefore has the capacity to help people from the industry who are in need.. If you know of anyone in need and who qualifies for assistance by reason of their past or present trade, they are most welcome to apply to the Stationers' Foundation for help. In the first instance they should apply, in confidence, to Michael Clark the Honorary Almoner of the Company - e-mail mike@tapestryoflife.co.uk

Looking forward.....

Date - 1st - 2nd March 2017

Event - **Packaging Innovations**

Venue - NEC Birmingham

Details - visit www.easyfairs.com/packaging2017

Date - 8th - 9th March 2017

Event - **PrintWeek Live**

Venue - Wasps Arena, Coventry

Details - Visit www.printweeklive.com

Dates - 14th - 16th March 2017

Event - **Real Print and Finish Open House from Apex Digital &IFS**

Venue - Apex Graphics, Hemel Hempstead Herts

Details - visit www.realprintandfinish.com

Date - 23rd March 2017

Event - **Essential Knowledge Day - organised by Two Sides**

Venue - iCon Centre, Eastern Way, Daventry, NN11 4FP

Details - www.twosides.info/essential-knowledge-day

Date - 20th March 2017

Event - **Stationers' Company Annual Lecture & Dinner**

Venue - Stationers' Hall, London

Information - Contact Lucie McCord 020 7246 0982

Date - 28 -30- March 2017

Event - **Sign & Digital UK**

Venue - NEC Birmingham

Details - Visit - <http://signuk2017.mmsite.co.uk/interested-in-visiting-in-2017/> -

Date - 20th July 2017

Event - **Print Futures Awards**

Venue - TBC

Details - Contact The Printing Charity 01293 542 820

Date - 11th - 13th October 2017

Event - **The Print Show**

Venue - The International Centre, Telford

Details - visit www.theprintshow.co.uk

Date - 31st October - 3rd November 2017

Event - **IPEX**

Venue - NEC, Birmingham

Details - Visit www.ipex.org

Finally.....

Reports received from the various exhibition organisers have indicated that PrintWeek Live, The Print Show and IPEX have all very exciting plans for those who attend the events - so make sure you're there !

